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Message Text

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42
ACTION NEA-10

INFO OCT-01 ISO-00 EB-07 USIA-15 /033 W
---------- 053037
R 111345Z JAN 76
FM AMEMBASSY TEHRAN
TO SECSTATE WASHDC 5090
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UNCLAS TEHRAN 0290

EO 11652: NA
TAGS: BEXP, IR
SUB: PROPOSED IOGA TRADE MISSION: ECONOMIC RESOURCES COUNCIL
OF MAINE

REF: (A) STATE 001722, (B) TEHRAN 11468, (C) TEHRAN A-237 - --/25/75

1. EMBASSY WELCOMES IOGA TRADE MISSION SPONSORED BY ECONOMIC
RESOURCES COUNCIL OF MAINE BUT NOTES THAT TWO OTHER IOGA
MISSIONS (TEXAS AND EXPORT ACTION) HAVE ALREADY REQUESTED MAY
SCHEDULE FOR TEHRAN. TO DATE, HAVE HAD NO RESPONSE REFTEL REQUESTING
SAPCING OF MISSIONS AND FIRM DATES. WOULD PREFER ONE OF THREE
SHIFT TO APRIL OR JUNE.

2. PRODUCT CATEGORIES ASSESSMENT:
PLEASE REFER TO TOP-TEN PRODUCT PRIORITY LISTING FOR IRAN
REF C FOR LISTING OF BEST PRODUCT PROSPECTS IN THREE
CATEGORIES SUGGESTED. ADDITIONS OR SUBSTITUTIONS
OF MISSION MEMBERS REPRESENTING ANY OF THE OTHER SEVEN
CATEGORIES ON THE LIST, PARTICULARLY BUSINESS EQUIPMENT
AND SYSTEMS, ENERGY SYSTEMS, AND ELECTRONIC TEST AND

MEASURING EQUIPMENT, WOULD BE EQUALLY SUITABLE.

(A) HOUSING/CONSTRUCTION. SUGGEST THAT MEMBERS
REPRESENT CONSTRUCTION MATERIALS/SYSTEMS, EXCLUDING
ARCHITECTURAL/ENGINEERING SERVICES. IN NO INSTANCE
SHOULD MOBILE HOME MANUFACTURERS BE INCLUDED UNLESS
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VEHICLE IS CONVERTIBLE TO MODULAR HOME SYSTEMS AS

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HOUSING OFFICIALS ADAMANT THAT THEY DO NOT WANT TO MEET HOUSING NEEDS WITH WHAT IS VIEWED AS TEMPORARY, INFERIOR QUALITY HOMES AND NO IMPORT LICENSES FOR MOBILE HOMES BEING GRANTED.

(B) FOODPACKING/PROCESSING. IF REPS ARRIVE HERE PRIOR TO OPENING OF SPECIALIZED FAIR FOR PACKAGING SCHEDULED IRAN INTERNATIONAL FAIR GROUNDS JUNE SHOULD BE NO DIFFICULTY IN PROGRAMMING MISSION MEMBERS. PRIME TARGET AREAS ARE BAKERY EQUIPMENT, SUGAR AND OIL PROCESSING EQUIPMENT, BOTTLING, CANNING. COMPETITION FROM EUROPEAN AND EAST EUROPEAN SUPPLIERS IS VERY KEEN, HOWEVER.

(C) METALWORKING. GOOD PROSPECTS IF REPS REPRESENT CATEGORIES LISTED REF C.

3. AS HORIZONTAL MISSIONS NEED MORE TIME TO PROGRAM EACH MEMBER ADEQUATELY, WILL NEED BROCHURES IN FIANL FORM NO LATER THAN FOUR FULL WEEKS PRIOR ARRIVAL MISSION. ADVANCE MAN SHOULD PLAN TO ARRIVE FOUR OR FIVE WEEKS PRIOR.
HELMS

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